



### **POPULAR SPEAKING TOPICS:**

- When's the Last Time You Checked Your Brand's Pulse?
- Raising your Brand's Energy Levels. (Simmering is not allowed here.)
- The Art of Minding Your Brand's Behavior
- How to Create a Brand Unusual in Today's Economy
- How do You Score as a Brand Storyteller?
- It's not enough to be brilliant. (People must know and remember that you are.)
- Which biz hat would you prefer wearing? Brand Provocateur or Brand Guardian? (Clue: This is not an either/or question.)

### **VAN'S FAVORITE SPEAKER TOPIC (BY FAR):**

Dead Brand Walking: Is that your Current Brand Marketing Strategy?

#### **DESCRIPTION:**

You can spot a Dead Brand Walking a mile away. It's not a smart business strategy. But you know one when you see one, right?

On the other hand, you can sense when a brand has that special spark. That's when you're in the money. (Without it, you're toast.) All great brands need that irresistible spark. It's exactly what attracts business like crazy. And that's exactly why one brand nails it while others fail.

FYI: Your brand won't sell a thing if it ain't got that zing.

The good news is that help is here: Van is a master brand provocateur. She can coax out the power and sass in your brand. She can spot the cracks, and fix them. Plus she'll help you find your zing, so you get that ka-ching! It's what your business needs to succeed. It's also what Van does best.

Van also talks about why it's so critical to check the pulse of your brand. If it's not showing vital signs, she knows how to bring it back to life. This is about resuscitating brands. (So when's the last time you checked your brand pulse?)

## **SPECIAL BONUS: VAN'S BRAND AUDIT**

One of Van's most well-received moments as a speaker is when she does her Brand Audit on the spot. Depending on the timing, this is anything from a mini Brand Audit (approx 10 minutes each) to a more intense, insightful, and entertaining Audit. Here's how it works:

- We go straight to a designated biz site and beam it up on the big screen.
- Van analyzes the site and spots the invisible clues that are shooting you in the foot. They're subliminal messages that are stopping people from buying from you.
- She'll reverse those signals that say "Go Away. Don't Buy."
- She'll recommend creative ideas and solutions for more magnetic, provocative, and unforgettable messaging for that business.
- She'll help you eliminate all signs of a Dead Brand Walking. Or give you a brilliant idea of what to do about bringing your brand back to life.



Guess what happens after one of Van's Brand Audits? Your potential clients start to pay attention and recognize you — and then buy from you. That means more business. More money. Zing is Ka-Ching. (Never doubt that for a moment.) The money's in the brand.